

WXLV-TV
3500 Myer Lee Dr.
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns & Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Greer Margolis Mitchell, Burns & Associates-Washin
Greer Margolis Mitchell, Burns & Associates-Washi
POLITICAL CANDIDATE (ms) (1186)
OBAMA FOR AMERICA (187386)
Millennium/DC, Washington DC (1108)
Millennium Washington DC
Bassett,Laura
/
9/10/1536
National/Political Candidate Agency BRD
OBAMA FOR AMERICA
JONATHAN VITTI

Sales Office
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

Date Entered 08/27/12
Last Modified 08/27/12
Entered By Lisa Carter
CO-OP
Headline # ECR09797048
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$550.50
Net Total \$3,119.50
Sales Tax

Date: 09/25/12-10/01/12
Sec: 3
Length: :30
Run Times: 7A-ABC-Good Morning America
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 5
Rate: \$25.00
Total: \$125.00
Station: Greensboro (WXLV)
Comments: GOOD MORNING AMERICA
Entered: 8/27/12

Date: 09/25/12-09/28/12
Sec: 3
Length: :30
Run Times: 9A- The Doctors
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 4
Rate: \$20.00
Total: \$80.00
Station: Greensboro (WXLV)
Comments: THE DOCTORS
Entered: 8/27/12

Date: 09/29/12-09/29/12
Sec: 3
Length: :30
Run Times: 8A- ABC-Good Morning American Saturday
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 1
Rate: \$10.00
Total: \$10.00
Station: Greensboro (WXLV)
Comments: GOOD MORNING AMERICA
Entered: 8/27/12

Date: 09/30/12-09/30/12
Sec: 3
Length: :30
Run Times: 10:58-40A- ABC-This Week
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 1
Rate: \$25.00
Total: \$25.00
Station: Greensboro (WXLV)
Comments: THIS WEEK
Entered: 8/27/12

Date: 09/25/12-09/31/12
Sec: 3
Length: :30
Run Times: 12P- 1P (EST)
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 4
Rate: \$20.00
Total: \$80.00
Station: Greensboro (WXLV)
Comments: MILLIONAIRE
Entered: 8/27/12

Date: 09/25/12-09/28/12
Sec: 3
Length: :30
Run Times: 12:57-56P- ABC-The Chew
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 4
Rate: \$20.00
Total: \$80.00
Station: Greensboro (WXLV)
Comments: THE CHEW
Entered: 8/27/12

Date: 09/25/12-09/28/12
Sec: 3
Length: :30
Run Times: 3P- Anderson Cooper
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 4
Rate: \$50.00
Total: \$200.00
Station: Greensboro (WXLV)
Comments: ANDERSON COOPER
Entered: 8/27/12

Date: 09/25/12-09/28/12
Sec: 3
Length: :30
Run Times: 5P- Ricki Lake
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 4
Rate: \$25.00
Total: \$100.00
Station: Greensboro (WXLV)
Comments: RICKI LAKE
Entered: 8/27/12

Date: 09/25/12-10/01/12
Sec: 3
Length: :30
Run Times: 5:58-30P- News-News 14
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 5
Rate: \$45.00
Total: \$225.00
Station: Greensboro (WXLV)
Comments: NEWS14 ABC45
Entered: 8/27/12

Date: 09/30/12-09/30/12
Sec: 3
Length: :30
Run Times: 6:28-45P- ABC-World News
Mo: 1 Tu: 1 We: 1 Th: 1 Fr: 1 Sa: 1 Su: 1
SPW: 1
Spots: 1
Rate: \$60.00
Total: \$60.00
Station: Greensboro (WXLV)
Comments: ABC WORLD NEWS
Entered: 8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

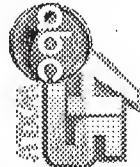
Date:

Comments:

Contract # 1363210
Schedule Dates 09/25/12-10/01/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washin
Product POLITICAL CANDIDATE (ms) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)

Date Entered 08/27/12
Last Modified 08/27/12
Entered By Lisa Carter
By Broadcast Month
Sep. 2012 45
Oct. 2012 4
Grand Total: 49
Rate
\$2,760.00
\$910.00
\$3,670.00

Greensboro (WXLV)
Spots
45
Rate
\$2,760.00
\$910.00
\$3,670.00



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Advertiser
Agency
Product
Brand

Salesperson
Sales Office
Buyer Name
Phone/Fax
CPE

Account Types
Billing Type
Comments

Greer Margolis Mitchell, Burns & Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

POLITICAL CANDIDATE (ms) (1186)
OBAMA FOR AMERICA (187386)
Millennium/DC, Washington DC (1108)

Millennium Washington DC
Bassett,Laura
/
95/01/1536
National/Political Candidate Agency BRD
Weekly/Irregular
OBAMA FOR AMERICA

JONATHAN VITTI

Contract # 1363210

09/25/12-10/01/12

OBAMA FOR AMERICA (30051)

Greer Margolis Mitchell, Burns & Associates-Washin

CO-OP

Headline #

ECR09797048

Entered By

Lisa Carter

No

Date Entered

09/27/12

Last Modified

09/27/12

Entered By

Lisa Carter

Spots

45

Rate

\$2,760.00

\$910.00

Grand Total:

49

\$3,670.00

Commission %

15.00

Commission

\$550.50

Net Total

\$3,119.50

Sales Tax

Rep Order# 9797048 Ver# 1 Status New
C'd Yes

Traffic Order# 1363215 Printed: 08/17/2012 1:41PM
Last Received: 08/17/2012 12:02PM
Showing Buylines: All Rep Revised Lines

1 of 4

CF
8/13/12

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536

Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/I/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-3342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/25. TOTAL \$4130

PLS CF- CHRISTINA FOR JON

Rep Order# 9797048 Ver# 1 Status New
Crd Yes

Traffic Order#

Printed: 08/17/2012 1:41 PM
Last Received: 08/17/2012 12:02 PM
Showing Buylines: All Lines

2 of 4

Station WXXV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GM&MB
3050 K ST NW
WASHINGTON, DC 20007
Agency CPI/PZE 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost		
1	TU-F, M	09/25-10/01	7A-9A	GOOD MORNING AMERICA	3	.30	\$25.00	5	1	\$125.00		
2	TU-F, M	09/25-10/01	9A-10A	JUDGE MATTHEWS	3	The Doctors	.30	\$20.00	4	X-1	4	\$80.00
3	SA	09/29-09/29	8A-9A	GOOD MORNING AMERICA WK	3	.30	\$10.00	1	1	1	\$10.00	
4	SU	09/30-09/30	11A-12P	THIS WEEK	3	.30	\$25.00	1	1	1	\$25.00	
5	TU-F, M	09/25-10/01	11A-12P	VIEW	3	.30	\$20.00	4	1	4	(\$80.00)	
6	TU-F, M	09/25-10/01	12P-1P	MILLIONAIRE	5	.30	\$20.00	4	1	4	\$80.00	
7	TU-F, M	09/25-10/01	1P-2P	THE CHEW	3	.30	\$20.00	4	1	4	\$80.00	
8	TU-F, M	09/25-10/01	2P-3P	GMA IN THE AFTERNOON	6	.30	\$20.00	4	1	4	(\$80.00)	
9	TU-F, M	09/25-10/01	3P-4P	RICKI LAKE	3	.30	\$50.00	4	1	4	\$200.00	
10	TU-F, M	09/25-10/01	5P-6P	DOCTORS	3	.30	\$25.00	4	1	4	\$100.00	
11	TU-F, M	09/25-10/01	6P-630P	NEWS14 ABC45	3	.30	\$45.00	5	1	5	\$225.00	
12	TU-F, M	09/25-10/01	630P-7P	ABC WORLD NEWS	3	.30	\$55.00	5	1	5	\$275.00	
13	SA	09/29-09/29	6P-630P	HOLLYSCOOP	3	.30	\$25.00	1	1	1	(\$25.00)	

Rep Order# 9797048 Ver# 1 Status New
S/C'd Yes

Traffic Order#

Showing Buylines: All Lines
Printed: 08/17/2012 1:41 PM
Last Received: 08/17/2012 12:02 PM

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm () WASHNGTON
Sales Office () JONATHAN VITTI
Salesperson ()
Salesperson Phone# 202-955-5342
Salesperson FAX#

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Rep Firm () WASHNGTON
Sales Office () JONATHAN VITTI
Salesperson ()
Salesperson Phone# 202-955-5342
Salesperson FAX#